

# Late Reports Ordinary Meeting Of Council

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## Wollondilly Shire Council

**Late Reports – Monday 18 July 2016**

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PE11 – OUTCOMES – REVITALISE PICTON EVENT WORKSHOP

Late Report to the Ordinary Meeting of Council held on Monday, 18 July 2016

**PE11 – Outcomes – Revitalise Picton Event Workshop**

PE11

**Outcomes – Revitalise Picton Event Workshop**

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**EXECUTIVE SUMMARY**

- The ‘Picton Revitalisation’ Team, arranged an event to gather information from stake holders to discuss priorities and actions that could be taken in the short-term (NOW), mid-term (NEXT) and long-term (SOON) in support of the Picton CBD recovery process.
- This workshop was held at Picton Bowling Club on Tuesday evening 5 July 2016 starting at 5.45pm and finishing at 8.40pm.
- The evening consisted of opening speeches and a moderated Workshop.
- Deb Cameron (KJA) was the moderator of this event which incorporated facilitated open discussion as well as a workshop collecting ideas from each table following the NOW, NEXT and SOON priority themes.
- It is recommended that:
  1. Council note the outcomes of the Revitalise Picton Business Workshop held on 5 July 2016.
  2. A further report to be provided to Council in October 2016 providing a progress update on the Revitalise Picton project, noting the on-going nature of this project as a high priority.

**REPORT**

**1.1 INTRODUCTION**

In early June 2016, NSW experienced devastating storms that resulted in Natural Disaster Declarations in 41 Local Government areas, including Wollondilly. While this storm also caused significant damage in other parts of Wollondilly (particularly Broughton Pass), this report focuses on the Picton Revitalisation Project.

In the wake of this devastating storm event, Council has been actively supporting and communicating with the Picton business community to assist during this difficult time.

In order to assist this process, a Workshop was held on the 5 July for the stakeholders of the local CBD to get a wide range of viewpoints and ideas regarding priorities in assisting our community move forward, rebuild and flourish.

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**1.2 BACKGROUND**

On 5 June 2016 after a severe East Coast low weather system struck Picton causing significant damage, Picton and its surrounds found themselves inundated with stormwater, due to the storm event.

Quick acting community, Council and emergency services ensured that this event culminated in not one loss of life.

As a result Council resolved on 20 June 2016:

1. *That Council note the information regarding the Local Recovery Operations.*
2. *That Council approve the commencement of the Revitalising Picton project.*
3. *That an expenditure budget of \$100,000 be approved in the 2015/16 budget for the Local Recovery Operation clean-up works and urgent infrastructure repairs/replacement with funding provided from Council's internally restricted cash.*
4. *That an expenditure budget of \$100,000 for the Local Recovery Operation clean-up works and urgent infrastructure repairs/replacement be approved for 2016/17 in addition to the annual budget adopted in this meeting in report G08, with funding provided from Council's internally restricted cash.*
5. *That an expenditure budget of \$50,000 for the Revitalising Picton project be approved for 2016/17 in addition to the annual budget adopted in this meeting in report G08, with funding provided from Council's **internally restricted cash**.*

Council officers quickly set up a disaster recovery team located in the Council foyer area with extended operating hours to assist the local residents and businesses.

Once the initial disaster had been addressed, Council approved the commencement of the Revitalising Picton project.

The Picton Revitalisation Team was formed and comprises of the General Manager, Economic Development Manager, Manager Development.

The team organised a Revitalisation workshop as its first action, to bring The Picton Business community and stakeholders together to explore opportunities for Picton's renewal. The aim of this collaborative project was to identify strategies and options to 'future-proof' Picton, focusing on social, economic and physical (infrastructure) recovery and resilience.

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**2.1 ENGAGEMENT METHODS**

Council employed a number of engagement methods to consult key stakeholders in the Business Community in Wollondilly. The engagement methods employed were used to ensure that a wide range of key stakeholders were able to give feedback and have their say.

The engagement utilised included:

- Visual Presentation by Tate Ryan – Economic Development Manager
- Visual Presentation by Kylie Legge from Place Partners
- Priority framework of NOW, NEXT, SOON
- Open discussion
- Workshopping Ideas from stakeholders.

**2.2 CONSULTATION OUTCOMES**

Consultation outcomes:

- The business community updated with information and a source of ideas to consider regarding disaster recovery and revitalisation
- Established open lines of communication with the business community and stakeholders
- Business community and industry feedback that will influence Now/Soon/Next priorities and actions moving forward.

**2.3 FEEDBACK**

Council invited feedback from all participating stakeholders about the Businesses in the Picton CBD which was facilitated feedback via open discussion and round table workshop on the night.

The evening was facilitated by KJA Engaging Solutions.

A presentation video was viewed on natural disasters in local communities facing similar difficulties and how they overcame them. ('Natural Disaster Recovery in Australia - Regional Australia Institute')

From here facilitated open discussion was facilitated by KJA Solutions and issues were identified and categorised by NOW, NEXT and SOON.

Based on the discussions held, stakeholders were then asked to participate in a dot democracy exercise, which allowed them to identify their top three priorities with dots on butcher's paper displayed around the room. This exercise allowed everyone present to clearly see what the priorities were for the stakeholders who participated in the forum.

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After a short break participants were also given the opportunity to stay and continue their discussions in a round table environment with Council facilitators. These discussions were documented by the table facilitator and have been collated into the Attachments at the end of this report.

**2.4 KEY ISSUES**

The following issues were identified by forum participants as being the key priorities to get Picton CBD back on its feet:

**NOW**

- Market that Picton is “Open for Business”
- Local Events
- Marketing Initiatives.

**NEXT**

- Red Tape – Council/Insurance/Time
- Review Flood Risk and Mitigation
- Keep Village atmosphere/character/architecture.

Further detail on the priorities raised in the workshop is provided in Attachment 4.

**2.5 MOVING FORWARD**

Based on the information provided at the forums, Council will be moving forward with NOW actions that are achievable, these will be prioritised within budget and resource constraints. NEXT and SOON actions will then be progressed as quickly as possible. On this basis it is proposed that a progress report be provided to the incoming Council at the meeting in October 2016.

In the meantime, Council is currently assisting the business community in getting:

- several events up and running from the end of July to October
- damaged buildings repaired and businesses operating
- fast -tracking building and development enquiries and applications
- exploring opportunities for funding and other support to assist with key identified areas of need.

**FINANCIAL IMPLICATIONS**

At Council’s meeting of 20 June 2016, an expenditure budget of \$50,000 was provided for this project from Council’s internally restricted cash.

Council will also seek funding assistance where appropriate.

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**ATTACHMENTS:**

1. Attachment 1 – NOW – Table of Points
2. Attachment 2 – NEXT – Table of Points
3. Attachment 3 – SOON – Table of Points
4. Attachment 4 – Revitalise Picton Workshop – Dots Tally.

**RECOMMENDATION**

1. Council note the outcomes of the Revitalise Picton Business Workshop held on 5 July 2016.
2. A further report to be provided to Council in October 2016 providing a progress update on the Revitalise Picton project, noting the on-going nature of this project as a high priority.

**PE11 – Outcomes – Revitalise Picton Event Workshop**

**ATTACHMENT 1 - 9193 – 18 JULY 2016**

<u>Table of Points Revitalise Picton Forum</u>	
Now (Support and Strengthen Local Business Opportunity)	
Main Topic	Comments
1. Marketing	<ul style="list-style-type: none"> <li>• "Open for business"</li> <li>• Newspaper wrap around to announce the reopening of Picton</li> <li>• Utilise council website and other media to celebrate new openings/ re-openings</li> <li>• Entry points – message boards</li> <li>• Notice boards</li> <li>• Banners, bunting, cloth signs on freeway</li> <li>• 10x8 banner (standard size to be interchangeable)</li> <li>• Shop Local Campaign</li> <li>• Fact Vs Fiction – social media has high impact and taken as truth</li> <li>• Communication between businesses and community</li> <li>• Keeping media informed "2GB" Alan Jones – updates</li> <li>• Digital marketing – social media</li> <li>• Business Directory – open for business – traffic light strategy</li> </ul>
2. When will businesses re-open?	<ul style="list-style-type: none"> <li>• Re-assurance</li> <li>• George IV</li> <li>• Courthouse</li> <li>• Can business re-open – need to know asap, Other ways than post!!</li> <li>• Communicate what businesses are open</li> <li>• Business wanting to re-open can there be pop up opportunities</li> <li>• Facilitate temporary accommodation for businesses</li> <li>• Updating local business – weekly strategy</li> <li>• Accelerate opening of business district</li> </ul>
3. DA applications/ process	<ul style="list-style-type: none"> <li>• Information from Council regarding the DA process.</li> <li>• Council provided information                             <ul style="list-style-type: none"> <li>◦ When is a DA required?</li> <li>◦ Fast track system for DA approvals for town centre</li> </ul> </li> <li>• When is a DA required</li> <li>• Fast track process</li> <li>• A resource to assist with DA process</li> <li>• Limitations of temporary arrangements</li> <li>• Length of re-build (Council turn-around of Das etc)</li> <li>• Health and building requirements</li> <li>• Co-location or sub-letting of existing larger premises.</li> </ul>
4. Insurance	<ul style="list-style-type: none"> <li>• Council to advocate issues to be addressed – insurance council of Australia to assist.</li> <li>• Pressure on insurance companies</li> <li>• Certainty around claims</li> <li>• Claims finalised</li> </ul>
5. Beautification	<ul style="list-style-type: none"> <li>• Of Boarded up areas</li> <li>• Tidy up – freshen gardens and clean footpaths</li> <li>• Revival first – then marketing</li> <li>• Tradesman parking on street all day (patrols)</li> <li>• Public art/mural</li> <li>• Places to sit in the sun ie table and chairs.</li> <li>• Don't cut down plane trees</li> <li>• Shops to retain heritage look</li> <li>• Shop type diversity</li> <li>• Traffic flow (one way street)</li> </ul>
6. Flood Mitigation	<ul style="list-style-type: none"> <li>• Need confidence</li> <li>• Prevention</li> <li>• Review hydrologists report – from insurance</li> <li>• Response measured – not knee jerk</li> </ul>

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	<ul style="list-style-type: none"><li>• Well communicated – flood levels</li><li>• Clean out creek</li><li>• Stonequarry Creek and Stormwater drains – visduct – clean creek – clean out drains</li></ul>
7. Events	<ul style="list-style-type: none"><li>• Support chamber events</li><li>• Major event eg Christmas in July – utilising local businesses</li><li>• BBQs, Outdoor cinema</li><li>• Sculptures and art murals</li></ul>
8. Funding	<ul style="list-style-type: none"><li>•</li><li>• When/how mayoral fund will be issued.</li><li>• Who's funding (Council, State?)</li><li>• What finance is available – loans – grants</li><li>• Mayoral relief fund – where has/ is the money being used?</li><li>• Different loans/offer to people - insecurity</li></ul>



**PE11 – Outcomes – Revitalise Picton Event Workshop**

**ATTACHMENT 2 - 9193 – 18 JULY 2016**

**Summary of information obtain from Revitalise Picton Forum**

**NEXT**

Main Topic	Comments
1. Marketing	<ul style="list-style-type: none"> <li>• Theme (eg Napier NZ Art Deco)</li> <li>• Development and promotion of area</li> <li>• Stimulate interest and growth</li> <li>• Highlight unique qualities</li> <li>• Promote awesome local talent</li> <li>• Wollondilly Awareness campaign</li> <li>• Coordinated approach to promoting natural resources</li> <li>• Promote Gorge/Suspension Bridge Maldon</li> <li>• Promote local artists / murals</li> <li>• Boulder sculptures</li> <li>• Theme/Branded Signage</li> <li>• Celebrate and promote each business as it opens</li> <li>• Market Picton businesses</li> </ul>
2. Events	<ul style="list-style-type: none"> <li>• Sculpture Art themed event</li> <li>• Spartan, Mountain Bikes</li> <li>• Mushroom Tunnel/Ghost Tours</li> <li>• More co-ordination so shops stay open</li> <li>• Keep people returning to Picton</li> <li>• Pop up containers / markets main st</li> <li>• Community Festivals (mindful of current business)</li> <li>• Night markets</li> <li>• Seek Business owners opinions and keep informed – help them promote themselves</li> <li>• <u>Illuminate</u> best thing Council has ever done</li> <li>• Sculptures by local artists</li> </ul>
3. Technology/Services	<ul style="list-style-type: none"> <li>• <u>WiFi</u> in town centre</li> <li>• Reopen courthouse</li> <li>• Secure funding for Development and Marketing Plan</li> <li>• Free <u>WiFi</u> in town centre</li> <li>• Free <u>WiFi</u> to encourage people to stay in town longer</li> </ul>
4. Infrastructure	<ul style="list-style-type: none"> <li>• Town Centre Direction Sign at exit to Go Kart Track</li> <li>• Existing traffic / big trucks</li> <li>• Parking hard to find need signage</li> <li>• Parking too far away from shops</li> <li>• Clean and upgrade waterways</li> <li>• Traffic management at intersections</li> <li>• Fix traffic flow, parking, beautification</li> <li>• Streetscape needs to be cleaned</li> </ul>

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	<ul style="list-style-type: none"> <li>• Signage to direct people to parking behind shops on western side of Picton</li> <li>• Storm Water Drains</li> <li>• Land acquisition</li> <li>• Council to sell Depot and relocate to Maldon</li> <li>• Better connectivity to encourage walking</li> <li>• Improve pedestrian access</li> <li>• Improve public domain (Park in centre of town)</li> <li>• Better signage for toilets</li> </ul>
5. Tourism/Day Trippers	<ul style="list-style-type: none"> <li>• Day trippers from Sydney</li> <li>• Cycleways/footpath/beautify creek link towns</li> <li>• RV Camp Sites</li> <li>• Repeat Tourism</li> <li>• Unique Businesses in town</li> <li>• Activate Natural environments – Bush walking etc</li> <li>• Stonequarry Milenium Park</li> <li>• Accommodation for Tourists for Overnight stays</li> <li>• Growers market</li> <li>• Café/food precinct</li> <li>• Murals</li> <li>• Family Friendly/ encourage families to linger</li> </ul>
6. Rebuilding	<ul style="list-style-type: none"> <li>• Keep Heritage look</li> <li>• Get George going again</li> <li>• Heritage colour scheme through town</li> <li>• Create incentives for heritage look</li> <li>• Aim to be better – expand</li> <li>• Encourage growth</li> <li>• Make town beautiful – don't copy others</li> <li>• Less Negativity more positivity</li> <li>• Don't change the integrity of the street</li> <li>• Be careful of copying Picton/Bowral</li> <li>• Investigate short term floor space for rent</li> <li>• More medium density around Picton</li> <li>• Use old NAB building for displaced shops</li> <li>• Businesses should join Chamber of Commerce</li> <li>• Retain Heritage, unique charm (Picton is Different)</li> </ul>
7. Long-term Planning/ Flood Mitigation	<ul style="list-style-type: none"> <li>• Review DCP</li> <li>• Advice to Business Owners/Residents re the impact of water inundation to town etc</li> <li>• 4 Tributaries</li> <li>• Stormwater Drains</li> <li>• Diversion of drains</li> <li>• Review density and stormwater/drainage</li> </ul>

**PE11 – Outcomes – Revitalise Picton Event Workshop**

**ATTACHMENT 3 - 9193 – 18 JULY 2016**

Summary of information obtain from Revitalise Picton Forum

**Soon**

Main Topic	Comments
1. Marketing	<ul style="list-style-type: none"> <li>• Attracting Specific Businesses to town (Lolly Shop, Deli etc)</li> <li>• Approach Production companies, location scouts etc</li> <li>• Use the flood to our advantage/ show levels</li> <li>• Use “photographer” to promote area</li> <li>• Erect screen showing shops “OPEN”</li> <li>• Day visit to “Picton on Parade”</li> <li>• Restaurant Precinct</li> <li>• RV Servicing and Continue Tourism Promotion</li> <li>• Google App “Things to do in Picton”</li> <li>• Diversion Signs on Freeway (Historic)</li> <li>• Heritage Plaques/brochures/booklets</li> <li>• Promoting Heritage Tourism – graveyards etc</li> <li>• Promote an “Experience”</li> <li>• Develop Investment Plan (Poach Businesses)</li> </ul>
2. Events	<ul style="list-style-type: none"> <li>• Main street Side Markets (local produce and products)</li> <li>• Outdoor / Movie theatre</li> <li>• Equestrian focus</li> <li>• Something “Big” into town/drawcard</li> <li>• Ongoing attractions</li> </ul>
3. Technology/Services	<ul style="list-style-type: none"> <li>• WiFi Hub</li> <li>• Restaurants</li> <li>• Business Hub</li> </ul>
4. Infrastructure	<ul style="list-style-type: none"> <li>• Signage off freeway</li> <li>• Long term plan to reduce the risk of future inundation</li> <li>• Improved traffic flows and parking</li> <li>• Signage to Shops and toilets</li> <li>• One way traffic system</li> <li>• Link Picton Mall to Main Street</li> <li>• Land acquisition</li> <li>• Tourism Infrastructure</li> <li>• Easy Parking</li> <li>• Traffic Management / Planning</li> <li>• More Pedestrian Crossing /access</li> <li>• Picton Bypass</li> <li>• Sustainable Growth</li> <li>• Build Town Sq with good toilets</li> <li>• Bypass Tahmoor and Picton</li> </ul>

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<p>5. Tourism/Day Trippers</p>	<ul style="list-style-type: none"> <li>• Expand Business Zone</li> <li>• Develop Cycle ways</li> <li>• Develop walking track/lookout at Vault Hill</li> <li>• Cultural Art Centre</li> <li>• After 5 Activation – Dining/small bars/kid friendly</li> <li>• Dialogue with National Parks/Catchment</li> <li>• Complete Bicycle path to connect suburbs</li> <li>• Longer Opening Hours</li> <li>• Need a main attraction</li> <li>• Weir creek to create a feature</li> <li>• Ghost Tour and Viaduct</li> <li>• Longer Trading Hours Sundays</li> <li>• Walking Trails</li> <li>• Stonequarry Creek Beautification</li> <li>• RV and Camping sites</li> </ul>
<p>6. Rebuilding</p>	<ul style="list-style-type: none"> <li>• Buildings need to be sympathetic to town centre</li> <li>• Learn from successful towns eg Berrima</li> <li>• Regulating shop types to ensure diversity</li> <li>• Redevelop Court precinct</li> <li>• Protect Pictons Uniqueness</li> <li>• Disconnect between shops and parking</li> <li>• Focus on attracting government services</li> <li>• Unique and Boutique shops</li> <li>• No More Real Estates</li> <li>• More join and commit to Chamber</li> <li>• 2 and 3 storey buildings like near Vabys</li> </ul>
<p>7. Long-term Planning /Flood Mitigation</p>	<ul style="list-style-type: none"> <li>• Impact of more DA's</li> <li>• Creek debris removal</li> <li>• Flood Warnings</li> <li>• Solve flood risk, finalise levels</li> <li>• Communication about flooding/emergencies (businesses as well as residences).</li> </ul>

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**ATTACHMENT 4 - 9193 – 18 JULY 2016**

**Revitalise Picton Workshop - Dots Tally**

**Now (Support and Strengthen Local Business Opportunity)**

Topic	Count
Market that Picton is open for business	35
Local Events	19
Marketing Initiatives	16
Shop Local Campaigns	12
Temporary Beautification of Main-Street	8
Chamber of Commerce Prize Giveaways (Drawn in October)	6
Brings people back	
Pop Up Shops	5
Council to tell people can they move back in? Let people know.	0

**Next (Investor and Business Confidence)**

Topic	Count
Red Tape – Council\Insurance\Time	44
Review Flood Risk and Mitigation	40
Keep Village – atmosphere/ character/ architecture	17
Maintaining & Strengthening Picton's Unique Identity	16
Review roads, traffic, and parking	13
Develop a Picton Precinct Plan	7
Review zoning & building controls	7
Showcase what we have (eg Photography)	4
Council Support Development Applications	1
Council support events eg sculpture show, rockabilly	1
Market social curiosity about Picton to Greater Western Sydney/Interstate	0
Landscape/Public Domains / Street Vibrancy	0

**Soon (Positioning for Future Growth)**

Topic	Count
Develop and activate Picton's natural & physical tourism assets	21
Focus on what mix of businesses Picton needs in the future	15
Flourish Festival	7
Develop a point of difference to nearby large retail hubs (Wilton, Tahmoor)	3
Develop a competitive advantage	2
Determine what long term support businesses need to be sustainable & vibrant	1
Technology eg Free Wifi	0